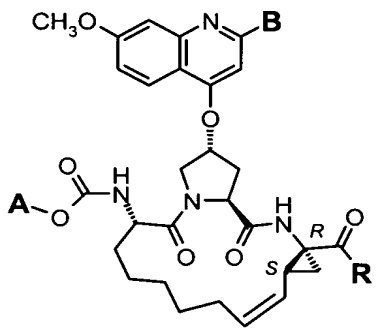
WE CLAIM:

1. A method for the treatment of a mammal infected with a virus of the *Flaviviridae* family comprising administering a therapeutically effective amount of a compound of Formula (I):



Formula (I)

wherein **A** is selected from: C_1 to C_6 alkyl and C_3 to C_6 cycloalkyl; **B** is selected from: phenyl or thiazolyl, both of which optionally substituted with a group selected from NH(**R**^{1}) and NH(CO)**R**^{1}, wherein **R**^{1} is C_1 to C_6 alkyl; and **R** is OH or a sulfonamide group of the formula -NHSO$_2$-**R**^{2} wherein **R**^{2} is -(C_{1-8})alkyl, -(C_{3-7})cycloalkyl or {-(C_{1-6})alkyl-(C_{3-6})cycloalkyl}, which are all optionally substituted from 1 to 3 times with halo, cyano, nitro, O-(C_{1-6})alkyl, amido, amino or phenyl, or **R**^{2} is C_6 or C_{10} aryl which is optionally substituted from 1 to 3 times with halo, cyano, nitro, (C_{1-6})alkyl, O-(C_{1-6})alkyl, amido, amino or phenyl;

or a pharmaceutically acceptable salt thereof.

2. The method according to claim 1, wherein **A** of Formula (I) is a branched C_4 to C_6 alkyl or C_4 to C_6 cycloalkyl group, **B** of Formula (I) is phenyl or a thiazole substituted at position 2 with NH(**R**^{1}) or NH(CO) **R**^{1} in which **R**^{1} is a C_1 to C_4 alkyl, and **R** is OH or a sulfonamide group of formula -NHSO$_2$-**R**^{2} wherein **R**^{2} is -(C_{1-6})alkyl, -(C_{3-6})cycloalkyl, both optionally substituted 1 or 2 times with halo or phenyl, or **R**^{2} is C_6 aryl optionally substituted from 1 or 2 times with halo or (C_{1-6})alkyl.

3. The method according to claim 2, wherein **A** is cyclopentyl or *tert*-butyl, **B** is a thiazole substituted at position 2 with NH(**R**^{1}) or NH(CO) **R**^{1} in which **R**^{1} is a C_1 to C_4 alkyl, and **R** is OH or a sulfonamide group wherein **R**^{2} is methyl, cyclopropyl or phenyl.

4. The method according to claim 1, wherein said mammal is a human, said Flaviviridae is Yellow Fever virus and said compound is a compound of formula (I) wherein **A** is cyclopentyl, **B** is a thiazole substituted at its 2 position with $NHCH(CH_3)_2$, and **R** is OH or a sulfonamide group wherein $\mathbf{R^2}$ is methyl, cyclopropyl or phenyl.

5. The method according to claim 1, wherein said mammal is a human, said Flaviviridae is West Nile virus and said compound is a compound of formula (I) wherein **A** is cyclopentyl, **B** is a thiazole substituted at its 2 position with $NHCH(CH_3)_2$, and **R** is OH or a sulfonamide group wherein $\mathbf{R^2}$ is methyl, cyclopropyl or phenyl.

6. The method according to claim 1, wherein said mammal is a human, said Flaviviridae is Dengue fever virus and said compound is a compound of formula (I) wherein **A** is cyclopentyl, **B** is a thiazole substituted at its 2 position with $NHCH(CH_3)_2$, and **R** is OH or a sulfonamide group wherein $\mathbf{R^2}$ is methyl, cyclopropyl or phenyl.

7. The method according to claim 1, wherein said mammal is a human, said Flaviviridae is Japanese Encephalitis virus and said compound is a compound of formula (I) wherein **A** is cyclopentyl, **B** is a thiazole substituted at its 2 position with $NHCH(CH_3)_2$, and **R** is OH or a sulfonamide group wherein $\mathbf{R^2}$ is methyl, cyclopropyl or phenyl.

8. The method according to claim 1, wherein said mammal is a human, said Flaviviridae is GB virus A or C, and said compound is a compound of formula (I) wherein **A** is cyclopentyl, **B** is a thiazole substituted at its 2 position with $NHCH(CH_3)_2$, and **R** is OH or a sulfonamide group wherein $\mathbf{R^2}$ is methyl, cyclopropyl or phenyl.

9. The method according to claim 1, wherein said mammal is a human, said Flaviviridae is Hepatitis G virus and said compound is a compound of formula (I) wherein **A** is cyclopentyl, **B** is a thiazole substituted at its 2 position with

$NHCH(CH_3)_2$, and **R** is OH or a sulfonamide group wherein $\mathbf{R^2}$ is methyl, cyclopropyl or phenyl.

10. The method according to claim 1, wherein said mammal is a cattle, said Flaviviridae is BVDV and said compound is a compound of formula (I) wherein **A** is cyclopentyl, **B** is a thiazole substituted at its 2 position with $NHCH(CH_3)_2$, and **R** is OH or a sulfonamide group wherein $\mathbf{R^2}$ is methyl, cyclopropyl or phenyl.

11. The method according to claim 1, wherein said mammal is a sheep, said Flaviviridae is border disease virus and said compound is a compound of formula (I) wherein **A** is cyclopentyl, **B** is a thiazole substituted at its 2 position with $NHCH(CH_3)_2$, and **R** is OH or a sulfonamide group wherein $\mathbf{R^2}$ is methyl, cyclopropyl or phenyl.

12. The method according to claim 1, wherein said mammal is a pig, said Flaviviridae is Classical Swine Fever Virus and said compound is a compound of formula (I) wherein **A** is cyclopentyl, **B** is a thiazole substituted at its 2 position with $NHCH(CH_3)_2$, and **R** is OH or a sulfonamide group wherein $\mathbf{R^2}$ is methyl, cyclopropyl or phenyl.

13. The method according to claim 1, wherein said Flaviviridae virus comprises an NS3 protease comprising amino acid residues selected from: H57, G137, S139, A156 and A157.

14. An article of manufacture comprising packaging material contained within which is a composition effective to inhibit a virus of the *Flaviviridae* family and the packaging material comprises a label which indicates that the composition can be used to treat infection by a virus of the *Flaviviridae* family and, wherein said composition comprises a compound of Formula (I) as defined in claim 1.